



Agenda at a Glance

The 15th Annual

Employee Health Care Conference

High-Performance Health Care: Defining, Achieving, Sustaining

March 12 – 13, 2015 | New York Marriott Marquis | New York, NY

Join us on Twitter
#tcbehc
Follow us on Twitter
@conferenceboard


Sponsored by: TOWERS WATSON 

Presented with assistance from:    

Thursday, March 12, 2015

Registration: 7:15 – 8:00 am
Lyceum Complex, 5th Floor

Continental Breakfast: 7:15 – 8:00 am
Lyceum Complex, 5th Floor, 4th & 5th Floor Foyers

Breakfast sponsored by: 

High-Performance Health Care: Defining, Achieving, Sustaining

General Session A: 8:00 – 8:15 am
Westside Ballroom, 5th Floor

TOWERS WATSON 

The high-performance health care challenge still holds a top slot on business agendas nationwide. All aspects of health care are in flux. Rising costs pose a significant business risk now — and the excise tax is imminent. Investments in health care must have demonstrable value, fulfill varying roles in total rewards for different workforce groups — and, ultimately, support both business performance and a consumer grade employee experience. This session introduces new definitions of performance and strategies for sustainable success.

Mark Maselli
Managing Director, Health and Group Benefits North America
Towers Watson

Building and Sustaining a High-Performance Health Plan: Strategies for Success

General Session B: 8:15 – 9:10 am
Westside Ballroom, 5th Floor

TOWERS WATSON 

A leading company discusses the evolving business context for employer-sponsored health care investments — the disciplines, processes and tools that deliver success, and how a clear strategy can be both a guide and a dynamic process, providing a framework for decision-making combined with full flexibility for ongoing modification and improved execution.

Jeanne Denz
Director, Global Benefits
General Mills, Inc.

Networking Refreshment Break: 9:10 – 9:40 am
Lyceum Complex, 5th Floor, 4th & 5th Floor Foyers

Sponsored by:  Vision care for life

Concurrent Sessions C1, C2, C3, C4, C5, C6 or C7:
9:40 – 10:30 am (choose one)

Exchanges in the Spotlight: The Build/Buy/Exit Decision

Concurrent Session C1: 9:40 – 10:30 am
Westside Ballroom, 5th Floor

TOWERS WATSON 

Hear from employers who have chosen exchange-based “buy” strategies alongside those who have decided to maintain a self-managed “build” approach — how these organizations assessed the options, the issues for key workforce segments (including actives, retirees, pre-65 retirees, part-timers), the financials, the implementation challenges, key decision points and performance analytics.

Eric P. Bishop
Vice President Finance, Administration

Fresenius Medical Care NA

Donald King
Vice President, Compensation & Benefits

Envision Healthcare Corporation

Delivering High Performance Through Shared Resource Models

Concurrent Session C2: 9:40 – 10:30 am
Belasco/Broadhurst, 5th Floor

TOWERS WATSON 

Employers who want to improve performance by exerting influence on vendors can increase their purchasing power and market clout by partnering with other employers who have shared interests. This session explores some new concepts, as well as live examples of successful collaborations in care management, pharmacy management and other key program management components, along with results achieved.

Cara Horton, CEBS
Manager, Total Rewards
Barrick Gold Corporation

William McDonough, CEBS
Director – Reward Talent
ETS

Wellness: Does It Work?

Concurrent Session C3: 9:40 – 10:30 am
Imperial/Julliard, 5th Floor

 **REDBRICK HEALTH**

With noise in the popular press, some are questioning the value of wellness programs. This session will review engagement and behavior-change best practices, present original research on the outcomes of a model that meets people where they are, and reveal surprising findings on the link between design and outcomes.

Colin Baigel, MD
VP and Corporate Medical Director (Ret.)

Bristol-Myers Squibb

Jeff Dobro, M.D.
Chief Medical Officer
RedBrick Health Corporation

Eric Zimmerman
Chief Marketing Officer
RedBrick Health Corporation

The Doctor Is In! Five Steps to a Successful Telemedicine Program

Concurrent Session C4/F4: 9:40 – 10:30 am
O’Neill, 4th Floor

 **AMERICAN WELL**

Telemedicine is a must-have benefit for 2015 and employers need to do their homework before launch. Who are the doctors? What’s the experience like? Is it compliant with medical regulations? What’s the ROI? What’s the best benefit structure? Learn best practices from top employers and health plans that have implemented telemedicine.

Peter Antall, MD
President & Chief Medical Officer
Online Care Group

Stephanie Masquelier
Benefits Manager
Gap, Inc.

Mary Modahl
Chief Marketing Officer
American Well Systems

Engagement Strategies That Work: Perspectives from a *Fortune* 500 Employer, a Nationally Acclaimed Provider and a Consumer Behavior Expert

Concurrent Session C5: 9:40 – 10:30 am
Ziegfeld, 4th Floor



Learn how a *Fortune* 500 oil field services company and a *Fortune* 1000 skilled nursing facilities company both implemented breakthrough approaches to benefits delivery, which produced dramatically higher member engagement, a better overall consumer experience and sustained savings. Learn what business challenges were faced, approaches taken to solve them, lessons learned and results to date.

Mike Chilen
Global Director – Benefits
Weatherford International

Deb Gold
Senior Vice President of Market Strategy and Consultant Relations
Quantum Health

Kara Trott
CEO
Quantum Health

When Second Opinions Aren't Enough: Why Comcast Implemented Outcomes Management

Concurrent Session C6: 9:40 – 10:30 am
Wilder, 4th Floor



Learn how Comcast delivered expert opinions, curated office visits and other key services for employees at critical moments of need. Hear about Comcast's innovative program and how a laser focus on speed, quality and utilization has helped dramatically improve outcomes for employees, while cutting waste.

Tanya Benenson, MD
Chief Medical Officer, VP, Strategic Health Initiatives
Comcast NBCUniversal

Owen Tripp
CEO
Grand Rounds

Employee Health Activation: The Business Impact

Concurrent Session C7: 9:40 – 10:30 am
Odets, 4th Floor



Senior executives will share their innovative efforts to activate their employees – truckers and miners – in their health. Learn how they simplified health care for these hard to engage groups and activated more than 80% of employees and spouses, which not only improved employee health – it improved the bottom line.

Cynthia Ewert
Vice President, Total Rewards & HR Services
Energy Future Holdings

Robert Peterson
Chief Executive Officer
Melton Truck Lines

David Toomey
Chief Revenue Officer
Compass Professional Health Services

Concurrent Sessions: D1, D2, D3, D4, D5, D6 or D7:
10:40 – 11:30 am (choose one)

A New Era in Health and Productivity Management

Concurrent Session D1/F2:10:40 – 11:30 am
Westside Ballroom, 5th Floor

TOWERS WATSON 

Leading employers are moving far beyond basic wellness and care management programs to take on the bigger challenge of improving workforce health and productivity as a business priority. Speakers in this session will focus on both population health and disability/absence management issues — the programs, metrics, organizational accountabilities and results.

Audrietta Izlar
Benefits Manager
Verizon

Joyce A. Townsend
Senior Manager, Global Benefits & HR
Whirlpool Corporation

Voluntary Benefits: Rationale, Design, Implementation

Concurrent Session D2: 10:40 – 11:30 am
Belasco/Broadhurst, 5th Floor

TOWERS WATSON 

Why offer supplemental benefits? What are the potential costs, and what's the value? What should your decision-making process include? How do voluntary benefits work in an exchange setting? This session explores the issues in the context of several very different applications — from smoothing design transitions in medical plans to engaging key employee groups and sweetening the rewards portfolio overall.

Becky Lynn-Crockford
Senior Vice President, Total Rewards Consultant
SunTrust Banks, Inc.

Sarah Mathis
Director of Human Resources – Total Rewards
Acxiom Corporation

Don Walter
Director, Pensions and Benefits, USA
The Church of The Nazarene, Inc.

Drivers of Change: Behavioral Economics and Patient Engagement

Concurrent Session D3: 10:40 – 11:30 am
Imperial/Julliard, 5th Floor


ACCOLADE

Strategies are needed to curb health care spending while maintaining employee satisfaction. Lowe's adopted behavioral economics principles and engagement approaches that include providing beneficiaries with a personal health ally who has visibility into clinical and contextual issues that impact their health care. With this resource, employees make informed decisions and avoid errors, resulting in improved outcomes and savings for Lowe's.

Bob Ihrie
SVP, Compensation & Benefits
Lowe's

Alan Spiro, MD, MBA
Chief Medical Officer and Chief Health Assistant
Accolade

Beyond Assessments: How Next-Generation Well-Being Strategies Build High-Performing Businesses

Concurrent Session D4: 10:40 – 11:30 am
O'Neill, 4th Floor



This session explains why wellness 2.0 offers something for every employee and why it starts by meeting people wherever they are on their journey to better well-being. Learn why holistic well-being drives broad business benefits.

Chris Boyce
CEO

Virgin Pulse

Kimberly Kurtz
Benefits Manager
Finish Line

Specialized Program Support: Maximizing the Impact of Clinical Programs by Engaging Those Needing Help the Most

Concurrent Session D5/G5: 10:40 – 11:30 am
Ziegfeld, 4th Floor

aetna

Complementing population health initiatives, major benefits can be achieved through targeted strategies that support patients with significant unmet needs. We will review the design and effectiveness of two approaches. NeoCare provides support to families with premature infants and long NICU stays. AbilTo helps patients with acute medical events avoid the negative consequences of behavioral health comorbidities.

Richard A. Feifer, MD, MPH, FACP
Chief Medical Officer, National Accounts
Aetna

Jeffrey Jacques, MD
Founder and President
NeoCare Solutions

Reena L. Pande, MD, MSc
Chief Medical Officer

AbilTo

Kathy Way
VP of Benefits
Nordstrom

Ringling Up Health Care Savings Through Timely, Personalized Engagement

Concurrent Session D6/F3: 10:40 – 11:30 am
Wilder, 4th Floor



Safeway has been progressive in providing their employees and families with tools and information to be better health care consumers. Learn how Safeway accelerated engagement with a high-touch service model that provides timely, relevant decision-making support and connections to resources that enable employees to maximize their health and health care.

Stacey Clanton
Staff Vice President, Member Experience
Anthem Blue Cross Blue Shield

Amber Pilgrim
Benefits Director
Safeway Inc.

Delivering Innovative Solutions in Rural Health Settings

Concurrent Session D7: 10:40 – 11:30 am
Odets, 4th Floor



Learn from Cloud Peak Energy as they discuss bringing medical care to rural North East Wyoming. In conjunction with their competitors, Cloud Peak Energy was ahead of the curve in 2009 and developed a near-site medical clinic for their 1,700 employees and dependents. During this presentation they will discuss the challenges their employees face and the journey taken to deliver their population quality medical care.

Cary W. Martin
Senior Vice President Human Resources
Cloud Peak Energy

Ryan Schoenecker
Vice President
Best Doctors

Networking Luncheon: 11:30 am – 12:45 pm
Manhattan Ballroom, Broadway Lounge, Upper Terrace & Promenade

Hosted by: *imagine*
HEALTH

High Performance: New Analytics, New Definitions

General Session E: 12:45 – 1:35 pm
Westside Ballroom, 5th Floor



The new “gold standard” for CFOs may be managing health care trend to CPI...but what other factors define high performance for your health program? How does health care performance contribute to business performance? What are the key drivers of sustainability? And what opportunities for improvement underpin the wide differential (averaging \$5,000 per employee per year) between high- and low-performing programs?

Al Ayers
Director, Health, Wellness and Disability Benefits
Electric Boat Corporation

Bob Restivo
Director, Corporate Benefit Programs
General Dynamics Corporation

Concurrent Sessions: F1, F2, F3, F4, F5, F6, or F7:
1:45 – 2:35 pm (choose one)

Tackling the Big Issues in Health Care: Is Technology the Answer?

Concurrent Session F1: 1:45 – 2:35 pm
Westside Ballroom, 5th Floor



Can rapid advances in health care technology address the big issues — wellness, consumer engagement, health management for individuals and populations, access to providers, the ever-increasing cost of care? How close is the dream to reality? Come and join this lively discussion.

Donald Jones
CEO
Trial Fusion

Emily Maher
Director, Benefits
Land O'Lakes, Inc.

A New Era in Health and Productivity Management

Concurrent Session F2/D1: 1:45 – 2:35 pm
Belasco/Broadhurst, 5th Floor

TOWERS WATSON 

Leading employers are moving far beyond basic wellness and care management programs to take on the bigger challenge of improving workforce health and productivity as a business priority. Speakers in this session will focus on both population health and disability/absence management issues — the programs, metrics, organizational accountabilities and results.

Audrietta Izlar
Benefits Manager
Verizon

Joyce A. Townsend
Senior Manager, Global Benefits & HR
Whirlpool Corporation

Ring Up Health Care Savings Through Timely, Personalized Engagement

Concurrent Session F3/D6: 1:45 – 2:35 pm
Imperial/Julliard, 5th Floor

 
National Accounts

Safeway has been progressive in providing their employees and families with tools and information to be better health care consumers. Learn how Safeway accelerated engagement with a high-touch service model that provides timely, relevant decision-making support and connections to resources that enable employees to maximize their health and health care.

Stacey Clanton
Staff Vice President, Member Experience
Anthem Blue Cross Blue Shield

Amber Pilgrim
Benefits Director
Safeway Inc.

The Doctor Is In! Five Steps to a Successful Telemedicine Program

Concurrent Session F4/C4: 1:45 – 2:35 pm
O'Neill, 4th Floor



Telemedicine is a must-have benefit for 2015 and employers need to do their homework before launch. Who are the doctors? What's the experience like? Is it compliant with medical regulations? What's the ROI? What's the best benefit structure? Learn best practices from top employers and health plans that have implemented telemedicine.

Peter Antall, MD
President & Chief Medical Officer
Online Care Group

Stephanie Masquelier
Benefits Manager
Gap, Inc.

Mary Modahl
Chief Marketing Officer
American Well Systems

Continuum of Care: New Opportunities to Improve Employee Health

Concurrent Session F5: 1:45 – 2:35 pm
Ziegfeld, 4th Floor



This session will highlight how Whirlpool Corporation has taken a focused approach to their pharmacy benefit in order to impact population health strategy. This approach is inclusive of strategies that involve onsite pharmacists, specialty, and immunizations with the goals of increasing employee engagement and improving the quality of care while reducing costs.

Debra Brandt
Senior Manager, Health & Wellness
Whirlpool Corporation

Mark Matusik, PharmD
Clinical Director, Health Outcomes Field Team
Walgreens

Improving Engagement and Outcomes with Immediate Musculoskeletal Savings Using a Robust Clinical Decision Support Program: A Case Study

Concurrent Session F6: 1:45 – 2:35 pm

Wilder, 4th Floor



The Cadillac Tax is coming. Join us to learn how a robust clinical support program is lowering overall surgical costs, especially in the area of musculoskeletal procedures, while also transforming employees into informed consumers of health care. We will share results to date including high levels of engagement, high satisfaction, and immediate and measurable savings.

David Hines
CEO & Founder
ConsumerMedical

Stacey Rodgers
Director, Health & Welfare Programs-North America
Pearson

Health Challenges: What Can They Deliver?

Concurrent Session F7: 1:45 – 2:35 pm

Odets, 4th Floor



Health challenges are a mainstay of employee wellness programs. However, little is known about whether, when and for whom they are effective. Drawing from the nascent literature on health challenges and related, more established literature, this presentation will focus on how best to leverage health challenges for population reach while acknowledging their limitations in eliciting sustainable behavior change.

Lisa Igel
Wellness Program Manager
Huntington National Bank

Heather Patrick, Ph.D.
Senior Director of Program Development
LiveHealthier

Networking Refreshment Break: 2:35 – 3:05 pm
Lyceum Complex, 5th Floor, 4th & 5th Floor Foyers

Sponsored by:

Concurrent Sessions: G1, G2, G3, G4, G5, G6 or G7:
3:05 – 3:55 pm (choose one)

Defining, Achieving and Sustaining High Performance: The New Health Care Analytics

Concurrent Session G1/J2: 3:05 – 3:55 pm

Westside Ballroom, 5th Floor

TOWERS WATSON

The new imperative for high performance calls for a deeper understanding of cost and value than ever before. What factors define high performance for your health program? How can you use analytics to identify and close key performance gaps? What new forces and factors in the changing environment should be reflected in your metrics and performance measurement process? And how can you turn analytics into actions that make a difference?

Rick George
Senior Director of Benefits and Corporate Communications
J.B. Hunt Transport, Inc.

Jeni McGill
N.A. Senior Health and Welfare Consultant
Cargill, Incorporated

A New Wave in Retiree Medical: The Business Implications of Change

Concurrent Session G2: 3:05 – 3:55 pm

Belasco/Broadhurst, 5th Floor

TOWERS WATSON

Transformation in the market for retiree health care coverage is fundamentally changing the way employers view their retiree medical investments, value propositions for current and future retirees, funding opportunities — and the financial and business implications of the decisions they now can make along a continuum of sponsorship to “exit.”

Ira Altman
Executive Director, Benefits
Time Warner Inc.

Theresa Dodson
Director, HR Operations
Westar Energy, Inc.

Driving Outcomes Through Integrated Health Management

Concurrent Session G3: 3:05 – 3:55 pm
Imperial/Julliard, 5th Floor

keas

Traditional employee health initiatives often fail to deliver outcomes due to siloed programs and devices. To deliver real value and lasting behavior change, innovative leaders have deployed health management platforms to unify device, education, and preventive capabilities with motivational design and highly-engaging social mechanics. Learn the secrets to inspiring thousands of employees and driving results for your company.

Rick Bruno
Sr. Director of Health & Wellness

Pfizer

Josh Stevens

CEO

Keas

Easy, Affordable Ways to Fire Up Your Wellness Program

Concurrent Session G4: 3:05 – 3:55 pm
O'Neill, 4th Floor

WebMD
HEALTH SERVICES

It's not always easy to keep your wellness program fresh – coming up with new ideas is a challenge! Join our session to learn over 75 wellness program ideas to create a culture of health; and as a bonus, you'll get a copy of WebMD's new Wellness Culture Ideas Handbook.

K. Andrew Crighton, MD
Vice President & Chief Medical Officer

Prudential

Kathleen Wiggins
Strategic Account Executive

WebMD Health Services

Specialized Program Support: Maximizing the Impact of Clinical Programs by Engaging Those Needing Help the Most

Concurrent Session G5/D5: 3:05 – 3:55 pm
Ziegfeld, 4th Floor

aetna

Complementing population health initiatives, major benefits can be achieved through targeted strategies that support patients with significant unmet needs. We will review the design and effectiveness of two approaches. NeoCare provides support to families with premature infants and long NICU stays. AbilTo helps patients with acute medical events avoid the negative consequences of behavioral health comorbidities.

Richard A. Feifer, MD, MPH, FACP
Chief Medical Officer, National Accounts

Aetna

Jeffrey Jacques, MD
Founder and President

NeoCare Solutions

Reena L. Pande, MD, MSc
Chief Medical Officer

AbilTo

Kathy Way
VP of Benefits

Nordstrom

Engineering Well-Being Lift: How Lockheed Martin Uses Collaboration, Creativity and Communication to Drive Engagement and Results

Concurrent Session G6: 3:05 – 3:55 pm
Wilder, 4th Floor

 **HEALTHWAYS**

- The creation of a customized portal to facilitate collaboration among all vendors
- Engaging both employees and spouses
- Meeting the member where he or she is
- The integration of data across technology platforms

Marleece Barber, MD
Health & Wellness, Director & Chief Medical Officer
Lockheed Martin Corporation

Chuck Eberl
Senior Vice President, Marketing
Healthways, Inc.

Robin Rockhold
Director, Benefit Plans and HR Programs
Lockheed Martin Corporation

Ray Schuler
Vice President
Healthways, Inc.

Beyond Transparency: Benefit Strategies that Change Employee Behavior and Maximize Health Care Investments

Concurrent Session G7: 3:05 – 3:55 pm
Odets, 4th Floor



Advances in technology are enabling employers to move beyond transparency solutions to effectively control health care spending, optimize their benefits programs, and promote employee health and productivity. This session will explore how innovative employers like Time Warner are driving high employee engagement through personalized education and a true one-stop shop experience across medical, Rx and dental.

Seth Cohen
Vice President, Strategic Accounts
Castlight Health

Kathleen Harris
VP, Benefits
Time Warner

Washington Outlook: What's Ahead for Employer-Sponsored Health Care?

General Session H: 4:05 – 4:50 pm
Westside Ballroom, 5th Floor



The PPACA continues to create strategic challenges for employers, driven in large part by uncertainty about what might transpire in Washington during the months ahead. Will the focus be on improving PPACA, or will the battle continue to be waged on the law's fundamental framework? Will a system shift emerge? Will budget issues and the tax law debate herald a new role for employers?

James A. Klein
President
American Benefits Council

Adjusting the Prescription: CED's Recommendations on Health Care Reform

Special Session: 4:55 – 5:10 pm
Westside Ballroom, 5th Floor



Health care cost continues rising unsustainably, but quality and coverage remain deficient. During this session, The Committee for Economic Development (CED) of The Conference Board will provide nonpartisan recommendations to transform the current system into market-based universal health insurance, using cost-conscious consumer choice among competing private plans to motivate higher quality, expanded access and affordability.

Joseph J. Minarik
Senior Vice President and Director of Research
Committee for Economic Development

Ron A. Williams
Former Chairman and CEO of Aetna
**Co-Chair of Committee for Economic Development
Healthcare Sub-Committee**

Networking Cocktail Reception: 4:50 – 6:00 pm

Lyceum Complex, 5th Floor & 5th Floor Foyer

Sponsored by:



Friday, March 13, 2015

Fitness Event, Yoga: 6:15 – 7:00 am

To sign up, please visit the Anthem exhibit on the 5th floor in the foyer, or at the conference registration desk in the Lyceum Complex on the 5th floor.

Sky Lobby, 16th Floor

Hosted By: 

Registration: 7:15 – 8:00 am

Lyceum Complex, 5th Floor

Continental Breakfast: 7:15 – 8:00 am

Lyceum Complex, 5th Floor, 4th & 5th Floor Foyers

Sponsored By: 

Views from the Health Care Industry: High Performance and System Transformation

General Session I: 8:00 – 8:45 am

Westside Ballroom, 5th Floor

TOWERS WATSON 

One of the biggest challenges for employer-sponsored health care today is how to deliver high-value, high-performance health care through a system undergoing a sea change. Consolidation and integration among provider organizations and health systems, newly integrated care delivery models, new payment arrangements and the impact of technology are just a few of the shifting factors employers need to consider, along with the implications for access, risk management, pricing and costs. Industry leaders address the issues.

Roger Ray, MD

Chief Physician Executive

Carolinas HealthCare System

Concurrent Sessions: J1, J2, J3, J4, J5, J6 or J7:

8:55 – 9:45 am (choose one)

Private Exchanges for Active Employees: Early Results Are In!

Concurrent Session J1: 8:55 – 9:45 am

Westside Ballroom, 5th Floor

TOWERS WATSON 

Many employers are watching active private exchanges closely to see actual results. Hear from an early adopter on their real world experience — from employee acceptance through enrollment, to ongoing program management and the bottom-line. In this session, an employer who has implemented an active private exchange shares insights and results.

Erik Henriksen

Director of Compensation & Benefits

GameStop

Defining, Achieving and Sustaining High Performance: The New Health Care Analytics

Concurrent Session J2/G1: 8:55 – 9:45 am

Belasco/Broadhurst, 5th Floor

TOWERS WATSON 

The new imperative for high performance calls for a deeper understanding of cost and value than ever before. What factors define high performance for your health program? How can you use analytics to identify and close key performance gaps? What new forces and factors in the changing environment should be reflected in your metrics and performance measurement process? And how can you turn analytics into actions that make a difference?

Rick George

Senior Director of Benefits and Corporate Communications

J.B. Hunt Transport, Inc.

Jeni McGill

N.A. Senior Health and Welfare Consultant

Cargill, Incorporated

Full Benefit Connectivity to Reduce Costs and Maximize Outcomes

Concurrent Session J3: 8:55 – 9:45 am

Imperial/Julliard, 5th Floor



The pharmaceutical market's growth and the impact of drug costs are becoming more substantial, especially with double-digit specialty pharmacy cost trends. During this session, learn strategies that will help you make medications more affordable, keep customers adherent, optimize productivity and achieve lowest net cost by maximizing the value of integration between medical and pharmacy benefits.

Bryan Miller

Vice President, National Account Executive

Cigna

Michael O'Keefe

Director, Health Care Finance and Data Analytics

Honeywell

Thom Stambaugh, RPh, MBA

Vice President, Cigna Specialty Pharmacy

Cigna

Michael Ventrone

Sr. Director, Health and Insurance Programs

Honeywell

Taking Population Health Management to the Next Level

Concurrent Session J4: 8:55 – 9:45 am
O'Neill, 4th Floor



Total population health programs help employers reduce medical expenditures and improve health outcomes for their employees. Join Nationwide to learn their discoveries in exploring best-in-class population health management strategies, and how they predict that sustainable behavior change will lead to measurable impact to trend over time.

Kathleen Herath
AVP, Wellbeing & Safety
Nationwide Insurance

Jennifer Sargent
Senior Vice President, Client Solutions
Optum

Integrated Wellness: How Onsite Health Centers Support Comprehensive Care Management

Concurrent Session J5: 8:55 – 9:45 am
Ziegfeld, 4th Floor



Learn how Goldman Sachs has created a multifaceted wellness program, with onsite services ranging from physicians to physical therapy to nutrition. This session will cover how onsite medical services assist employees by identifying issues early on and assisting in navigation of available resources to maximize holistic care.

James M. Thiel, MD, MPH
Regional Medical Director
Premise Health

Laura Young
VP Benefits
Goldman Sachs & Co.

Rethinking Your HSA

Concurrent Session J6: 8:55 – 9:45 am
Wilder, 4th Floor



Penske shifted their strategic approach from seeing their HSAs as just another health care spending account to positioning the HSA plan as a powerful complementary retirement tool. Learn how this led to significant savings for Penske, while helping team members better prepare for future health care expenses.

Harley Denzin
VP HSAs
Wells Fargo HSA Unit

Charles Sidner
Vice President, Corporate Benefits
Penske Corporation

Find the Best Telemedicine Solution for Your Company: From User Experience to Clinical Quality

Concurrent Session J7: 8:55 – 9:45 am
Odets, 4th Floor



Numerous telemedicine solutions for employers are now available. Understanding the need for telemedicine and finding the best solution for your company should involve the evaluation of several criteria, from user experience to clinical quality. Discover the approach one leading employer took to identify the best fit for its employees.

Tanya Benenson, MD
Chief Medical Officer, VP Strategic Health Initiatives
Comcast NBCUniversal

Lena Cheng, MD
Vice President, Medical Affairs
Doctor on Demand

Networking Refreshment Break: 9:45 – 10:10 am
Lyceum Complex, 5th Floor, 4th & 5th Floor Foyers

Sponsored by:  **VSP**
Vision care for life

Concurrent Sessions: K1, K2, K3 or K4:
10:10 – 11:00 am (choose one)

Global Health Programs: Making Business Work Better

Concurrent Session K1: 10:10 – 11:00 am
Westside Ballroom, 5th Floor



Beyond reducing insurance spend, global health and well-being strategies can help people work better so that business also works better. This session looks at the practicalities — how to develop a strategy, design programs and manage implementation with or without local expertise.

Bob Florio
Benefits Director
The Coca-Cola Company

Ilene J. Klein, M.D., F.A.A.F.P.
Director, Global Employee Health Services
Qualcomm Incorporated

Telemedicine at the Forefront of Health Care Delivery

Concurrent Session K2: 10:10 – 11:00 am
Belasco/Broadhurst, 5th Floor



EMC will discuss their real world results and positive ROI gained by incorporating telemedicine into their benefit design. Learn firsthand how technology and innovation are transforming health care access to deliver convenient, high quality medical visits by phone or video as an alternative to unnecessary ER or urgent care visits.

Jason Gorevic
CEO

Teladoc

Lauri Tenney
Director of Benefits

EMC

Personalized Health Benefits: The Future of Health Care

Concurrent Session K3: 10:10 – 11:00 am
Imperial/Julliard, 5th Floor



Through mobile technology and digital health it's possible to move far beyond traditional benefits plans which have been designed for the lowest common denominator and treat every employee within a given population the same. During this session, you will learn how to create personalized, dynamic benefits designs that maximize employee health and minimize health care costs.

Milt Ezzard
Sr. Director, Global Benefits

Activision Blizzard

Derek Newell
CEO
Jiff

Keys to HSA Enrollment Success: Hormel Foods Corporation Case Study

Concurrent Session K4: 10:10 – 11:00 am
O'Neill, 4th Floor



Learn how a multinational manufacturer and marketer of consumer-branded food and meat products achieved exceptionally high employee enrollment in its first year offering HSA/HDHP plan option. Hormel's senior benefits executive will discuss how the team exceeded predicted rates through the selection of their HSA solution, the strategic plan design and a compelling and engaging employee communications program.

Hilary Harding Hanson, MA, RD
Supervisor of Health Management

Hormel Foods

Allen Pease
Senior Vice President, Sales

ConnectYourCare

Concurrent Sessions: L1, L2, L3, L4 or L5:
11:10 am – 12:00 pm (choose one)

Market-Focused Solutions

Concurrent Session L1: 11:10 am – 12:00 pm
Westside Ballroom, 5th Floor

TOWERS WATSON 

Why, when and how employers can ramp up performance by developing optimal network structures, contracting arrangements and delivery strategies on a market-by-market basis. How to look at what's possible in the evolving health care environment given such local factors as cost variability, quality, access, hospital capacity, physician capacity, ACO activity, health plan competitiveness, network contracting possibilities and opportunities for onsite/near-site clinics.

Judy Fennimore
VP, Health & Welfare
Marriott International

Going Digital: What's Next for Health Care Plan Engagement

Concurrent Session L2: 11:10 am – 12:00 pm
Belasco/Broadhurst, 5th Floor



- Real-time education via social media
- Best practices in social media engagement
- Deployment strategies for developing effective educational messaging
- Tips and advice on how to utilize different social media platforms to achieve your goals
- Strategic insights on how to measure and analyze engagement

Robert Banuelos
Senior Vice President, Institutional Sales & Client Relations
Bank of America Merrill Lynch

Joanne Nieves
Manager, Communications Total Rewards
Pitney Bowes

Why Culturally Connected Programs Drive Health, Well-Being and Performance

Concurrent Session L3: 11:10 am – 12:00 pm
Imperial/Julliard, 5th Floor



Understanding the unique motivations of your employees is critical to sustained employee engagement and positive outcomes. University of Pennsylvania Health System developed a program as unique as its own culture, doubling engagement and impacting key business goals. They will share strategies including locally-relevant engagement campaigns, positioning executives as program champions and using insights to evaluate and evolve the organization's well-being program.

Henry Albrecht
CEO
Limeade

Michele Fletcher
VP of HR
University of Pennsylvania Health System

How Two Employers Are Reigning In Benefit Costs: Which Approach Could Work For You?

Concurrent Session L4: 11:10 am – 12:00 pm
O'Neill, 4th Floor



Two large employers, one in IT and one a utility, will share how they've adapted their medical and pharmacy benefit offering to lower costs and increase employee engagement. One went the wellness route. The other relies on consistent plan management. Gain new insights, ideas, and perspectives from a conversation with your peers. Is there more than one path to success? You decide.

Amanda Elder
Corporate Health and Wellness Coordinator
Louisville Gas and Electric Company and Kentucky Utilities Company

DeAnna Hall
Manager, Corporate Health & Wellness
Louisville Gas and Electric Company and Kentucky Utilities Company

Michael Kriner
Global Benefits Director
Teradata Corporation

Tom Pettyes
Vice President, General Manager
Express Scripts

Jean Wright
Senior Benefits Specialist
Louisville Gas and Electric Company and Kentucky Utilities Company

Adjusting the Prescription: CED's Recommendations on Health Care Reform

Concurrent Session L5: 11:10 am – 12:00 pm
Ziegfeld, 4th Floor



Expanding on the special session held at the close of day one, The Committee for Economic Development of The Conference Board (CED) will provide nonpartisan recommendations to transform the current system into market-based universal health insurance, using cost-conscious consumer choice among competing private plans to motivate higher quality, expanded access, and affordability.

Joseph J. Minarik
Senior Vice President and Director of Research
Committee for Economic Development

High-Performance Health Care: Conference Take-Aways

General Session M: 12:10 – 12:30 pm
Westside Ballroom, 5th Floor

TOWERS WATSON 

Taking on the challenges of high-performance health care — high-value conference take-aways, along with a few surprises.

Representing The Conference Board:

Tess Amberg, Meeting Administrator
Karyn Gerecitano, Senior Meeting Planner
Gregg Mauro, Conference Program Director
Anika Thompson, Senior Meeting Planner

Marriott Marquis
1535 Broadway
New York, NY 10036
Tel: (212) 398-1900

Please remember to complete your conference evaluation form and return it to our registration desk at the conclusion of the conference. Your responses to the survey will assist us in the planning of future meetings.

For up-to-date conference information, visit us at www.conferenceboard.org

© 2015 The Conference Board, Inc. All rights reserved.

Additional Support Provided By:



Employee Health Care Conference App:

To download, use your device's QR scanner:



or visit <https://gatherdigital.com/apps/1043>

Login: The email address used to register for the conference

Password: HCN2015

This conference has been approved for 8.5 HRCI education credits. Please sign in both days of the conference at the registration desk in order to receive credit for both days.



The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for recertification credit.